

2005 CHULA VISTA POLICE DEPARTMENT RESIDENT OPINION SURVEY

JANUARY 2006

Criminal Justice Research Division

**Cynthia Burke, Ph.D.
Lisbeth Howard
Laura Curtis**



401 B Street, Suite 800 • San Diego, CA 92101-4231 • (619) 699-1900

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ABSTRACT

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401 B Street, Suite 800
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(619) 699-1900

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ABSTRACT: This report contains findings from the Chula Vista Resident Opinion Survey conducted in 2005. With input from the Chula Vista Police Department (CVPD), SANDAG designed a survey and administered it to 2,781 Chula Vista residents through the agency's Local Technical Assistance (LTA) program for member agencies. Similar surveys were conducted in 1997, 2000, and 2003. In addition to learning if there have been changes in the residents' perceptions and opinions about crime and safety, the purpose of the survey was to assist the CVPD in gathering information to help plan for future priorities, public services, and programs.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

INTRODUCTION

In 2005, the San Diego Association of Governments (SANDAG), through their Local Technical Assistance (LTA) program, surveyed 2,781 Chula Vista residents on behalf of the Chula Vista Police Department (CVPD). This survey, which was previously administered in 1997, 2000, and 2003, was conducted to see how residents perceive their level of safety and how they rate the services provided by the police.

Thirty-one percent (31%) of the invited residents responded to the 2005 survey, yielding 857 for analysis. Some of these surveys were returned in Spanish (including a Spanish version of the survey was again successful in increasing participation by Hispanic individuals) and some were completed on-line. In addition, 219 residents returned a final postcard which provided additional input on overall satisfaction with department services. Compared to the 1997 and 2000 samples, 2005 respondents were more likely to include Spanish speakers, those with a total annual household income of \$50,000 or greater, and those who had lived in Chula Vista for six years or less.

OPINIONS REGARDING THE POLICE DEPARTMENT

For the fourth consecutive survey, the majority of residents (89%) reported being satisfied with the services of the CVPD. When residents noted some type of dissatisfaction, it was most often related to a slower than expected response time, the perception that there was not enough police patrols, or the feeling that there was a lack of focus on traffic issues.

Most citizens who had contact with the police did so over the telephone. As a result of interactions with the police, residents often had the impression that the CVPD staff was knowledgeable, fair, professional, and respectful.

While residents knew about some of the CVPD youth and community programs, including Neighborhood Watch, the Senior Volunteer Patrol, or the School Safety Patrol Program, many had not used them in the past.

PERCEPTIONS AND CONCERNS REGARDING CRIME AND SAFETY

Residents were more likely to think that crime had increased in other areas of San Diego County in the past year, compared to in their own neighborhood. They also reported feeling safe in their home, neighborhood, and in commercial areas during the day, but were less likely to feel as secure at night. About two in every five residents reported avoiding certain areas of the city, including specific streets, transit stations, and public parks.

The top three concerns for residents in 2005 were speeding vehicles, aggressive driving, and vehicles running red lights. With the exception of the problem of traffic accidents and speeding vehicles, the percent of respondents reporting they were concerned about other types of problems was lower in 2005 than in 1997 when the survey was first conducted.

Fourteen percent (14%) of the 2005 survey respondents reported that they or someone in their household had been the victim of a crime in the past year. The most common

types of victimization included larceny/theft and vandalism/graffiti. According to these residents, most (69%) victims had reported at least one incident to the police, a finding that is higher than national statistics. When victims did not report crimes, they were most likely to say it was because they did not think reporting it to the police would do any good.

RESIDENTS' SUGGESTIONS

The majority of residents surveyed was satisfied with the police and did not have specific suggestions to offer. Of those who did, the most common suggestions were for increased police resources including patrol and more focus on traffic enforcement.

OVERVIEW OF THE 2005 CHULA VISTA RESIDENT OPINION SURVEY RESULTS

- 92 percent said CVPD staff had adequate knowledge.
- 91 percent felt police staff showed fair treatment and displayed professional conduct.
- 89 percent of residents reported being "very satisfied" or "satisfied" with the services provided by the CVPD.
- 87 percent or more of residents felt safe in both residential and commercial areas of Chula Vista during the day.
- 85 percent of residents were concerned with speeding vehicles and 81 percent with aggressive driving.

- 60 percent thought crime in their neighborhood had neither increased nor decreased.
- 45 percent had contact with the police department in the prior 12 months.
- 42 percent avoided specific areas or places in the city because of safety concerns.

EVALUATION RECOMMENDATIONS

Based on the results of this resident opinion survey, the following recommendations are made to the CVPD:

- Utilize multiple information distribution channels, including television and newspapers, to educate citizens about police activities.
- Implement targeted program education campaigns to reach diverse ethnic groups and new residents.
- Continue to investigate strategies to successfully address traffic issues in the city, the number one problem according to residents.
- Target activities to address concerns expressed by some residents regarding local transit stations and parks.
- Explore the feasibility of opening police store front offices and providing residents more opportunity for face-to-face contact with officers and other police staff.
- Work with transit authorities to reduce safety concerns at transit stops by addressing environmental design issues such as poor lighting.

**2005 CHULA VISTA POLICE DEPARTMENT
RESIDENT OPINION SURVEY FINAL REPORT**

2005 CHULA VISTA POLICE DEPARTMENT RESIDENT OPINION SURVEY FINAL REPORT

INTRODUCTION

The City of Chula Vista is the second largest city in San Diego County and the sixteenth fastest-growing city in the United States (U.S. Census Bureau, 2005). In 2005, the San Diego Association of Governments (SANDAG), through their Local Technical Assistance (LTA) program, surveyed 2,781 Chula Vista residents on behalf of the Chula Vista Police Department (CVPD). This survey focused on how residents perceive crime in their community and their level of safety, as well as how they rate the performance and services provided by the police. This report presents the results of the survey and compares them to findings from similar surveys that were administered by SANDAG in Chula Vista during 1997, 2000, and 2003.

RESPONDENT DEMOGRAPHIC PROFILE

As is often the case with survey samples, individuals who chose to return the survey may differ from the population as a whole. According to the 2000 U.S. Census and SANDAG population estimates for 2004 based on the Census, the 2005 survey sample (which included a total of 857 respondents) differed somewhat from the 2004 Chula Vista population. As Table 1 shows, while the sample and population were similar in terms of gender, a greater percent of White residents and those 55 years of age and older returned the survey. Closely related to racial/ethnic statistics, the proportion of English speakers in the sample was also larger compared to the population (71% versus 47%). Not shown in Table 1, 4 percent of respondents reported living in the city less than one year, 46 percent from one to six years, and 50 percent for seven years or more.

Since 1997, when this survey was first administered, various strategies have been used to increase the diversity of the group of individuals providing the police department with feedback, including providing the survey in Spanish at the time of the initial mailing and offering respondents the opportunity to complete the survey on-line. These differences in methodology (which are described later in the report), as well as the changing composition of such a dynamic city, may each be contributing to different respondent profiles over time. Specifically, as Appendix C shows, over time, the proportions of females, minorities, and Spanish speakers have significantly increased. In addition, respondents in recent years have been more likely to report they live in Sector 3 (see Appendix A for a Sector Map of Chula Vista), that they are in a higher income group, and that they have lived in the city for shorter amounts of time.

Table 1
COMPARISON OF THE 2005 SAMPLE TO THE CHULA VISTA ADULT POPULATION
Chula Vista Resident Opinion Survey, 2005, 2000 Census, and 2004 Forecasts

	2005 Survey Sample	2004 Population/ 2000 Census ¹
Gender		
Male	44%	47%
Female	56%	53%
Race/Ethnicity		
White	43%	33%
Hispanic	36%	47%
Black	3%	4%
Asian/Pacific Islander	13%	14%
Other/Mixed	4%	3%
Age		
18 to 34	19%	34%
35 to 54	41%	40%
55 and older	40%	26%
Primary Language		
English	71%	47%
Spanish	19%	42%
Other ²	11%	11%
TOTAL³	828-835	123,717-150,639

¹At the time this report was completed, 2004 forecasts were available for gender, race/ethnicity, and age for adults age 18 and older (n=150,639). Primary language percentages are based on the 2000 Census data for adults age 18 and older (n=123,717).

²"Other" includes individuals who identified themselves as being bi-lingual.

³Range in the total represents a difference in responses available for each demographic variable.

NOTE: Cases with missing information not included. Percentages may not equal 100 due to rounding.

As Table 2 shows, the 2005 sample closely represented the population of households in Chula Vista in terms of household income.

Table 2
COMPARISON OF THE 2005 SAMPLE TO CHULA VISTA HOUSEHOLDS
Chula Vista Resident Opinion Survey, 2005 and 2000 Census

	2005 Survey Sample	2000 Census
Household Income		
Under \$50,000	48%	51%
\$50,000 or more	52%	49%
TOTAL	771	57,705

NOTE: Cases with missing information are not included. Percentages may not equal 100 due to rounding.

SURVEY RESULTS

Knowledge of News and Events

In 2005, a series of questions was added to the interview asking residents their *primary* source of information about current events in general and in the City of Chula Vista, as well as, news related to the CVPD¹. Of those who said they kept abreast of current events (99% do in general, 98% do in regard to Chula Vista, and 92% do for the CVPD), television was the primary source of information, as Table 3 shows. However, it is worth noting that when it comes to information about the community or the police department, residents are more likely to rely primarily on a newspaper or on friends/family for information, than they are for events in general. Overall, fewer than one in ten respondents reported that the radio or Internet was their primary source of news information. These results suggest that if the CVPD wishes to get information out to residents, then dissemination through multiple outlets would be helpful.

¹ A number of individuals indicated more than one source of primary information and are not included with the data presented in Table 3. Specifically, 241 provided more than one response for how they learned about current events in general, 180 for the City of Chula Vista, and 140 for the police department. Across these categories, around 90 percent said they received their news from television, about 70 percent from the newspaper, 40 to 50 percent from the radio, 30 to 40 percent from a friend, and 10 to 20 percent from the Internet.

Table 3
RESIDENTS' PRIMARY SOURCE OF INFORMATION FOR CURRENT EVENTS
Chula Vista Resident Opinion Survey, 2005

	In General	City of Chula Vista	CVPD
Television	63%	42%	48%
Newspaper	21%	35%	35%
Radio	7%	5%	3%
Internet	5%	2%	3%
Friend/Family	3%	11%	9%
Other	1%	4%	3%
TOTAL	583	646	627

NOTE: Cases with missing information not included. Percentages may not equal 100 due to rounding.

In two other questions, respondents were asked if they had ever logged onto the CVPD Web site (www.chulavistapd.org) or onto the Automated Regional Justice Information System (ARJIS) Web site (www.arjis.org) to learn about crime in their neighborhood. Overall, ten percent and six percent (respectively) responded affirmatively. Additional analyses revealed that individuals who had completed the survey on-line, reported a household income of \$50,000 or more, and individuals between the ages of 18 and 34 were significantly *more* likely to have accessed one or both of these Web sites in the past (not shown).

Opinions Regarding the Police Department

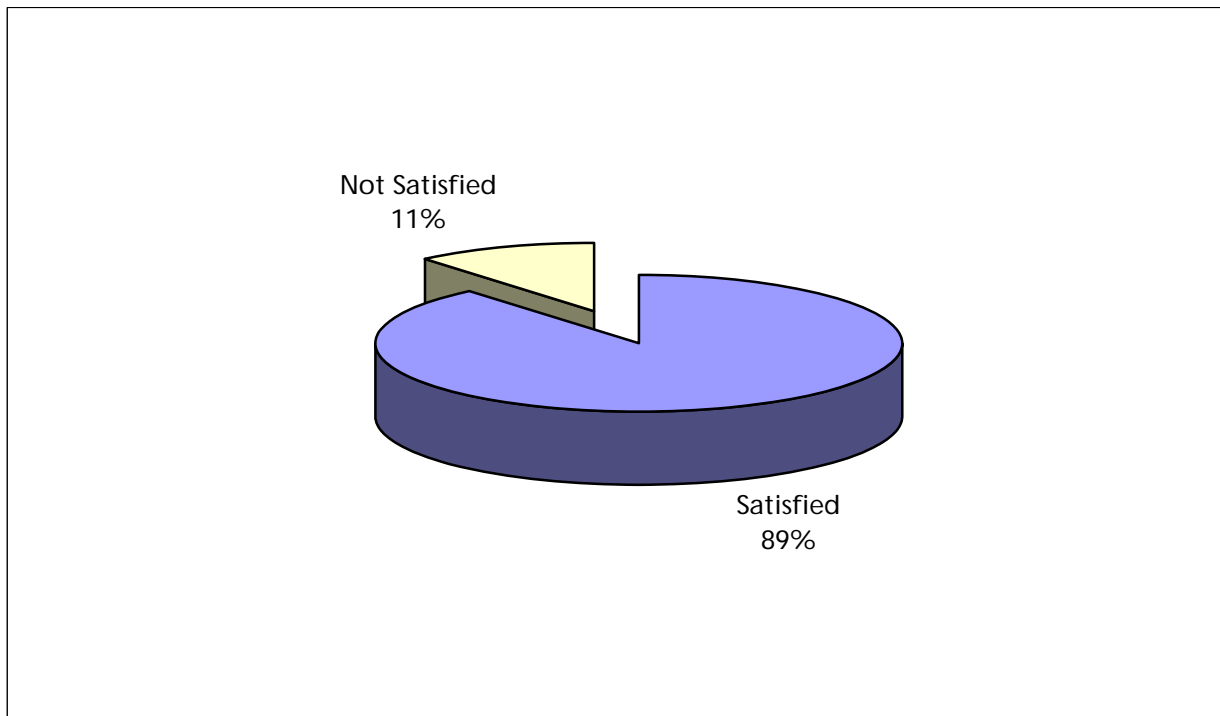
Overall Satisfaction

Almost all residents surveyed were satisfied with police services.

A number of questions designed to explore how satisfied residents are with the CVPD have been included in the opinion surveys over the past several years. As the following section shows, residents have given consistently high marks to the police department, the services provided, and the staff.

On one of these questions, respondents were asked to rate how satisfied they were with police department services on a four-point scale that ranged from “very satisfied” (1) to “not at all satisfied” (4). As Figure 1 shows, almost nine out of ten respondents reported that they were “very satisfied” or “satisfied” with the services of the CVPD (these percentages were very similar at 93%, 92%, and 90% in previous years)². As one survey respondent expressed, “Keep up the good work. Living in Chula Vista is fun and safe because you keep it that way!”

Figure 1
SATISFACTION WITH POLICE SERVICES
Chula Vista Resident Opinion Survey, 2005



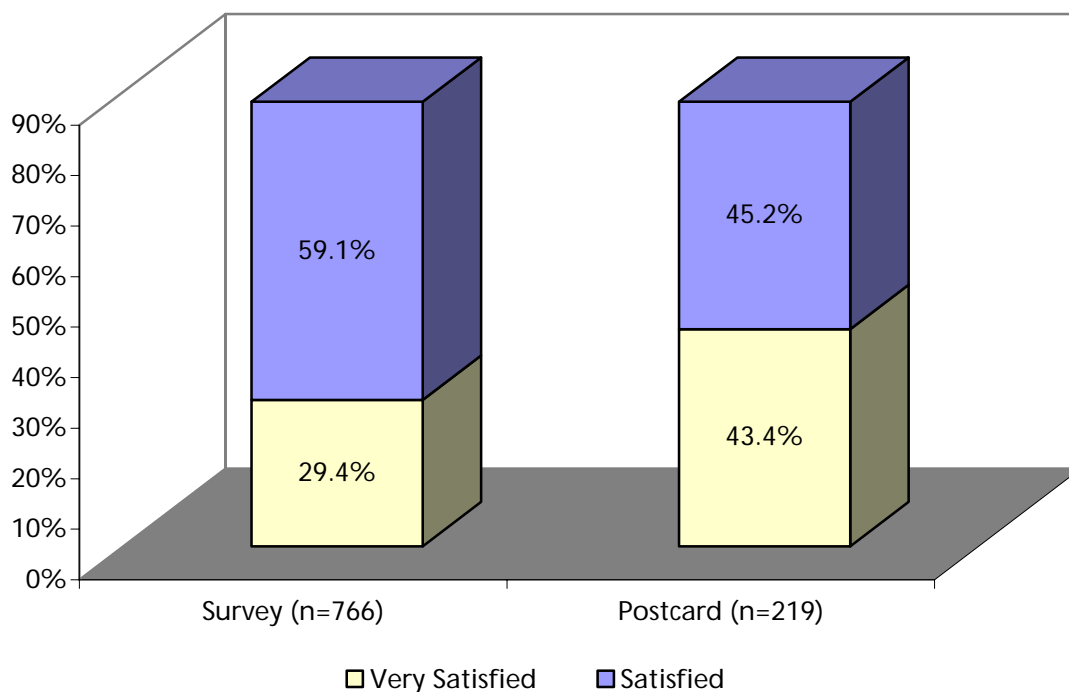
TOTAL = 766

NOTE: Cases with missing information or “no opinion” not included. Percentages may not equal 100 due to rounding.

² Additional analyses revealed that residents between the ages of 18 and 34 were least likely to be satisfied (83%) and those 55 years of age and older were most likely to be satisfied (92%) (87% of those between 35 and 54 were satisfied). In 2003, residents age 18 to 34 were more likely to be satisfied (91%) than they were in 2005. There was no change in the percent of satisfied residents in the other age groups from 2003 to 2005.

For the first time in 2005, residents who had not taken the opportunity to return a survey were sent a postcard that included one closed-ended question on it – “In general, how satisfied are you with the services of the Chula Vista Police Department”. By completing this postcard, an additional 219 residents took the opportunity to tell the police department how satisfied they were on the same four-point scale described previously. As Figure 2 shows, these residents were equally satisfied, compared to those who returned the 2005 survey. However, when the percentages who said they were “very satisfied” and “satisfied” are examined separately, one can see that those who did not return the entire survey, but did return the one-question postcard, were actually more likely to give the CVPD the highest rating possible (43% versus 29% of survey respondents). This suggests that, in general, individuals who did not return the survey are more likely to be “very satisfied” rather than “satisfied” with the police.

Figure 2
SATISFACTION WITH POLICE SERVICES FOR SURVEY AND POSTCARD RESPONDENTS
Chula Vista Resident Opinion Survey, 2005



NOTE: Cases with missing information or “no opinion” not included.

The 88 respondents who said they were “not too satisfied” or “not at all satisfied” on the survey in 2005 were asked to explain the reason(s) for this low rating. Seventy-eight (78) did so. As Table 4 shows, the most common reasons provided included the perception that the police department’s response time was not quick enough (26%) and that there should be a greater amount of patrol in the communities (26%). Other responses given by residents included that too little attention was paid to traffic issues (21%), they had a negative interaction with a CVPD employee (18%), and that problems persist in the community despite efforts to address them (12%). Less than five percent each gave other reasons, including that police are not adequately trained, there is a lack of information given to the public on available police services, and that too much attention is paid to traffic issues. Compared to 2003, a smaller percent of respondents in 2005 commented on response time (39% in 2003 versus 26%) and having a negative interaction with staff (24% in 2003 versus 18%), while a greater proportion felt that there needed to be more of a focus on traffic issues (5% in 2003 versus 21%) (not shown).

Table 4
OF THOSE WHO WERE DISSATISFIED,
REASONS FOR DISSATISFACTION WITH THE CVPD
Chula Vista Resident Opinion Survey, 2005

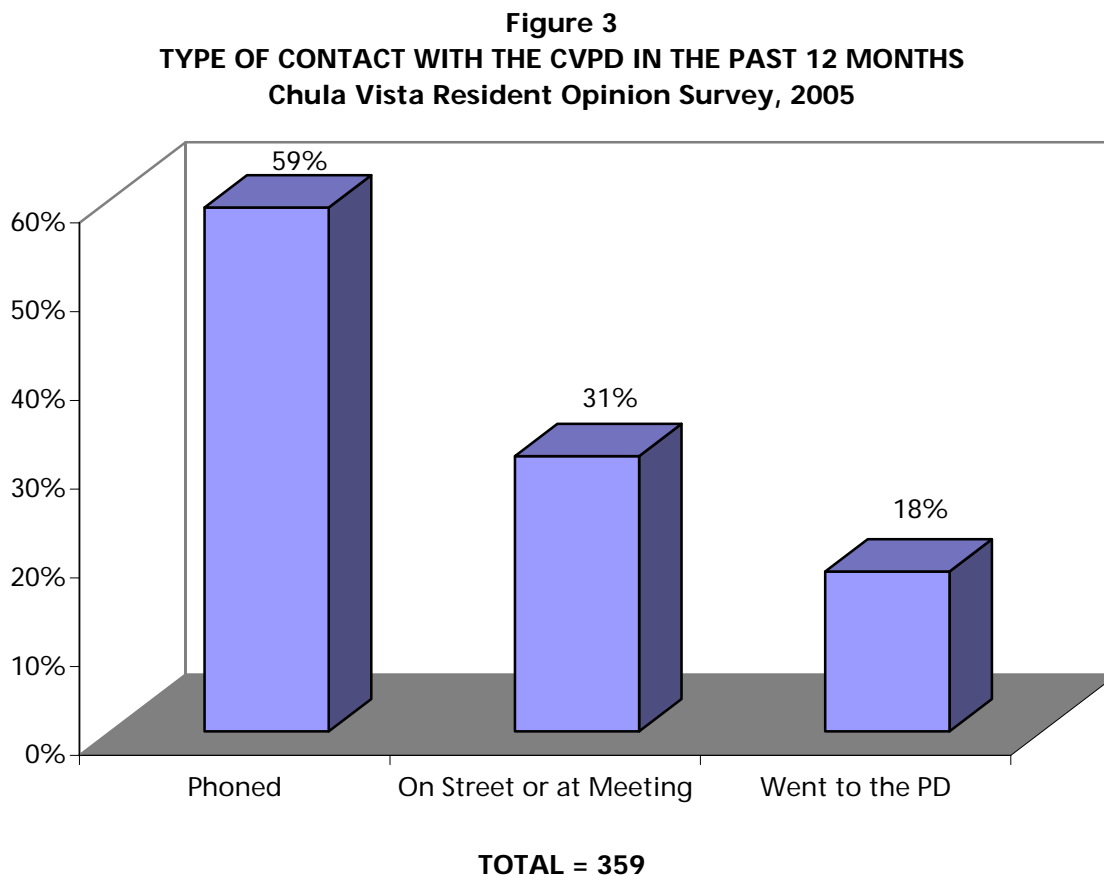
Police response not timely	26%
Not enough patrol officers	26%
Too little focus on traffic issues	21%
Negative interaction with staff	18%
Problems persist	12%
Police not adequately trained	4%
Lack of information given to the public	3%
Too much focus on traffic issues	1%
TOTAL	78

NOTE: Cases with missing information not included. Percentages are based on multiple responses.

Frequency and Nature of Contact with the Police Department

In 2005, almost half (45%) of the survey respondents noted that they had some type of contact with the CVPD in the previous 12 months, a figure similar to prior surveys (when 46% to 57% reported having contact). Additional analyses revealed that residents ages 18 to 34 were significantly more likely to report having had contact (53% compared to 39% to 48% of older residents), as were respondents who identified themselves as Black (62% versus 27% to 49% for other ethnic groups), and residents of Sector 1 (52% versus 38% and 47%) (not shown).

As Figure 3 shows, the most common type of contact, reported by 59 percent of respondents, was contact over the phone, either by calling 911 or the non-emergency line. Other types of contact included speaking to an officer on the street or at a community meeting (31%) or going to the police department in person (18%). Hispanics were most likely to go to the police department (26%), while Blacks and others were least likely (12%) and this difference was statistically significant. Conversely, Blacks and others were most likely to contact police through “other” means, while Hispanics were least likely (14%) to do so (not shown). Not shown in Figure 3, 8 percent of respondents each described “other” types of contact, including having an officer come to their home or business or receiving some type of service, and 4 percent having a traffic citation or accident.



NOTE: Cases with missing information not included. Percentages based on multiple responses.

Residents who reported having contact with the police department were asked to make additional ratings regarding how they were treated. Specifically, they were asked to say whether they agreed (on a four-point scale) with statements that could be used to describe the employee's behavior. Table 5 presents the percent of respondents who "strongly agreed" or "agreed" with each of the descriptions. Once again, residents who had contact with the CVPD gave very high marks to the officers and other staff with whom they had contact. In 2005, more than nine out of ten residents surveyed felt that the CVPD staff had adequate knowledge to do his/her job, treated the resident fairly, displayed professional conduct, and demonstrated a respectful attitude. In addition, more than three in every four respondents (77%) gave high ratings on each of the seven criteria (not shown).

Most residents who had contact, thought CVPD staff had adequate knowledge.

Table 5
RESIDENTS' IMPRESSIONS OF CVPD STAFF
Chula Vista Resident Opinion Survey, 1997, 2000, 2003, and 2005

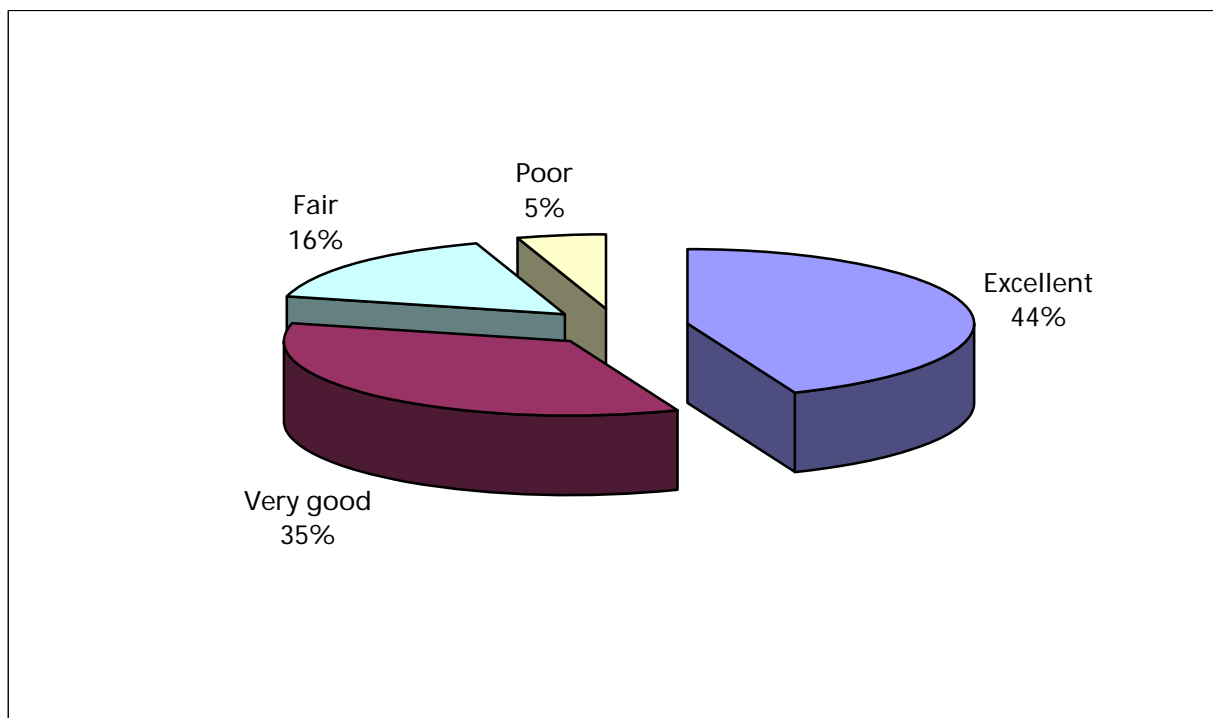
	1997	2000	2003	2005
Had adequate knowledge	92%	91%	93%	92%
Showed fair treatment	92%	87%	93%	91%
Displayed professional conduct	94%	91%	94%	91%
Had a respectful attitude	92%	89%	93%	90%
Was helpful	88%	86%	89%	87%
Was caring and/or sensitive	86%	82%	87%	85%
Responded in a reasonable time	85%	85%	87%	83%
TOTAL¹	621-689	466-505	626-680	303-312

¹Range in the total represents a difference in responses available for each survey question.

NOTE: Cases with missing information or "no opinion" not included.

When individuals who had been in contact with the police department were asked to make an overall rating of their contact with the CVPD, 44 percent said it was “excellent”, 35 percent “very good”, 16 percent “fair”, and 5 percent “poor” (Figure 4). This pattern of responses was almost identical to those given in 2000 and 2003 (not shown).

Figure 4
RESIDENTS WHO HAD CONTACT WITH CVPD STAFF
OVERALL OPINION OF CONTACT WITH THE CVPD
Chula Vista Resident Opinion Survey, 2005



TOTAL = 342

NOTE: Cases with missing information not included.

Knowledge and Use of Police Programs

The CVPD coordinates a number of programs in the community, both for youth and adults.

In 2005, 86 percent of the respondents had heard of at least one of these programs (not shown), and as Table 6 shows, residents were most familiar with Neighborhood Watch, Senior Volunteer Patrol, and the School Safety Patrol Program. In addition, it is worth noting that the percentage reporting knowledge of these programs increased considerably from 2003 for both Neighborhood Watch (69% to 85%) and the School Safety Patrol Program (49% to 62%). However, the percentages reporting knowledge in 2005 were lower

than in 1997 for nine out of ten programs that were included on both versions. Additional analysis also revealed that Hispanic and Asian residents, those who lived in Chula Vista for less than one year, and those with incomes less than \$50,000 were *less* likely to have program knowledge, compared to other residents (not shown). One resident suggested, “Have the media do more coverage as far as talking about programs available to the community. Give or post flyers at the

Residents are most familiar with the Neighborhood Watch Program.

schools, family resource centers, and local organizations to increase community participation and awareness.” A description of these programs is provided in Appendix D.

Table 6
RESIDENTS’ FAMILIARITY WITH CVPD PROGRAMS
Chula Vista Resident Opinion Survey, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
Youth Programs				
School Safety Patrol Program	79%	68%	49%	62%
Shop-With-A-Cop Program	36%	34%	32%	36%
Police Activity League	50%	43%	31%	31%
Juvenile Offender Diversion Program	39%	42%	28%	32%
Bullying Prevention Program	NA	NA	20%	26%
Community Programs				
Neighborhood Watch	91%	87%	69%	85%
Senior Volunteer Patrol	87%	85%	70%	74%
Graffiti Abatement Program	59%	60%	44%	56%
Reserve Officers	68%	64%	51%	55%
Crime Prevention Awareness Program	70%	63%	48%	52%
School Resource Officers	NA	NA	NA	43%
Family Violence Response Team	NA	42%	32%	39%
Citizens’ Adversity Support Team	30%	29%	22%	26%
Psychiatric Emergency Response Team	NA	NA	NA	24%
Police Citizens’ Academy	NA	NA	21%	23%
Crime Free Multi-Housing	NA	27%	20%	21%
Police English as a Second Language Class	NA	NA	15%	17%
TOTAL ¹	1,008- 1,045	1,101- 1,142	1,269- 1,336	739- 777

¹ Range in the total represents a difference in responses for each survey question.

NOTE: Cases with missing information not included. NA is shown when the question was not asked during that survey year.

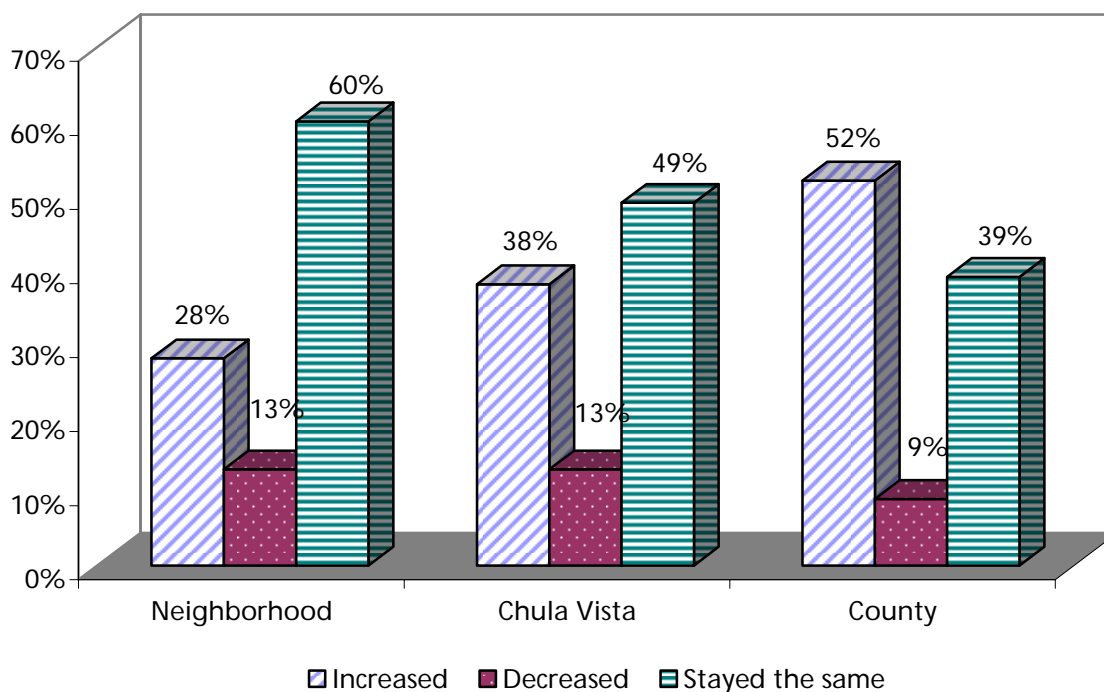
Respondents were also asked if they had ever used any of the programs they reported knowing about. Overall, only 26 percent of respondents had used any of these programs in the past, with the most frequently utilized programs including the School Safety Patrol Program (used by 20% who knew about the program), School Resource Officers (used by 14%), and Neighborhood Watch (used by 14%). However, the only significant predictors of use included length of residency (with new residents *less* likely to have done so) and sector (with Sector 1 residents *more* likely to utilize the programs and Sector 3 *less* likely) (not shown).

Perceptions and Concerns Regarding Crime and Safety

Perceived Change in Amount of Crime

As part of the 2005 survey, residents were asked to state whether they thought crime had increased, decreased, or stayed the same in the past year in three areas: (1) their neighborhood; (2) the City of Chula Vista; and (3) San Diego County as a whole. As with previous years, residents were more likely to think crime had increased in areas outside their own neighborhood (52% for the County, compared to 38% for Chula Vista and 28% for their own neighborhood) (Figure 5). In actuality, the FBI Index Crime rate¹ in Chula Vista decreased between 2003 and 2004 (from 39.3 to 38.4), as did the crime rate for the county (37.2 to 36.9 in 2004) (not shown).

Figure 5
RESIDENTS' OPINION OF HOW CRIME HAS CHANGED IN THE PAST YEAR
Chula Vista Resident Opinion Survey, 2005



TOTAL¹ = 520-596

¹Range in the total represents a difference in responses available for each survey question.

NOTE: Cases with missing information not included. Percentages may not equal 100 due to rounding.

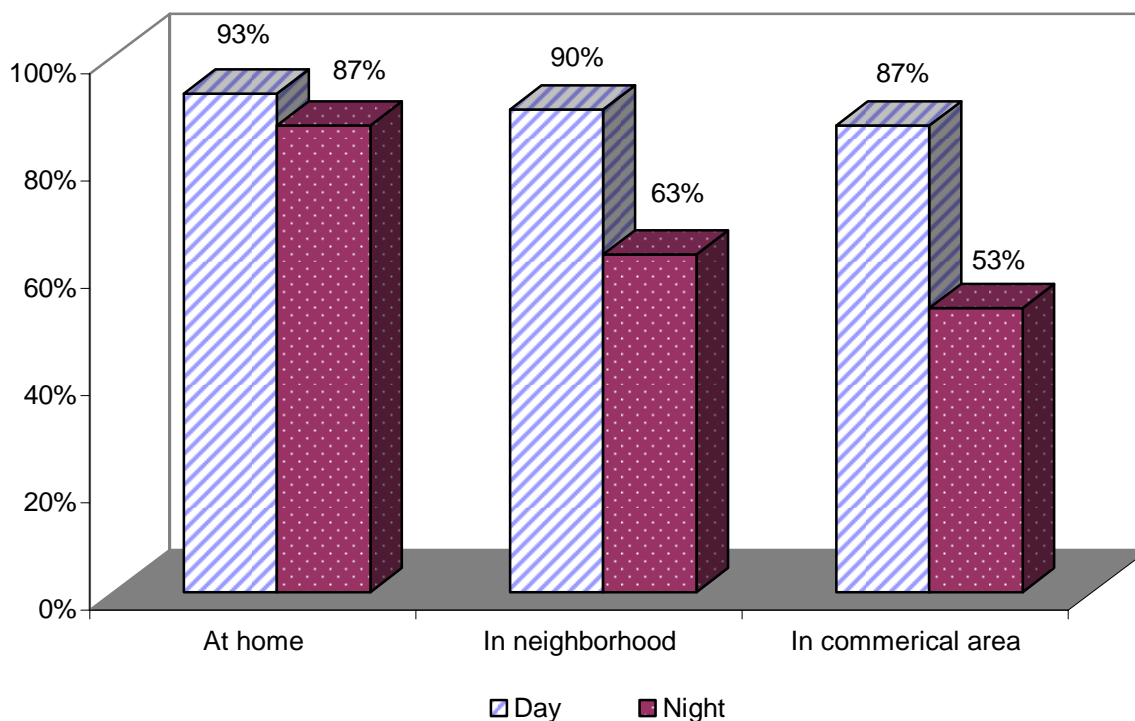
¹ The FBI Index Crime rate is a measure of how many Part I crimes were reported to law enforcement per 1,000 residents. Part I crimes include homicide, rape, robbery, assault, burglary, motor vehicle theft, and larceny.

Feelings of Safety

Feeling safe at home and around one's neighborhood is an important quality of life issue. As such, residents were asked to rate, on a four-point scale that ranged from "very safe" (1) to "very unsafe" (4), how safe they feel at home alone, walking alone in their neighborhoods, and walking alone in commercial areas of Chula Vista during both the day and night. As Figure 6 shows, around nine out of every ten residents feel safe in these locations during the day. However, at night, the percent who report still feeling safe decreased considerably in terms of the person's neighborhood (90% to 63%) and in commercial areas (87% to 53%). Some significant predictors of feelings of safety included gender (with females often *more* likely to report feeling unsafe than males), income (with those reporting lower household incomes *more* likely to feel unsafe), and sector (with residents in Sector 3 feeling more safe than those in Sectors 1 and 2) (not shown). These results were consistent with 2003 survey results in which most residents reported feeling very safe or safe at home, in their neighborhood, or in commercial areas of Chula Vista during the day (93%, 91%, and 86%, respectively) and at night (87%, 64%, 55%, respectively) (not shown).

Residents feel least safe in commercial areas at night.

Figure 6
PERCENT OF RESIDENTS WHO FEEL VERY SAFE OR SAFE DURING THE DAY AND NIGHT
Chula Vista Resident Opinion Survey, 2005



TOTAL¹ = 761 - 822

¹Range in the total represents a difference in responses available for each survey question.

NOTE: Cases with missing information and "no opinion" not included.

Additional questions added to the 2005 survey asked respondents (using the same four-point rating scale) how safe they felt in public parks and using transit stations in general. Overall, 81 percent reported feeling “very safe” or “reasonably safe” at parks, as did 65 percent when using transit stations. In addition, 79 percent of residents reported feeling that Chula Vista public schools are “very safe” or “reasonably safe”⁴ (not shown).

Issues of Concern

Speeding vehicles
are residents’
number one
concern.

Questions were included in each of the four surveys asking respondents to rate their level of concern with different types of neighborhood issues. These ratings were made on a four-point scale that ranged from “very concerned” (1) to “not at all concerned” (4). Respondents were also able to indicate that they had no opinion. The percent of residents who were “very concerned” or “somewhat concerned” is presented in Table 7. In all four years, speeding vehicles was the issue that generated the most concern from residents (ranging from 82% to 85% of respondents). Other top concerns in 2005 included aggressive driving (81%) (which was not specifically asked about previously), vehicles running red lights (76%), and identity theft (73%). More than half of residents also expressed concern about the number of traffic accidents, graffiti, auto theft, burglary, gangs, having things stolen from vehicles, bullying at schools, drug sales, illegal possession of firearms, and homelessness/transients. However, it is worth noting that with the exception of traffic accidents and speeding vehicles, the percent reporting concern with each of the issues listed in Table 7 decreased from 1997 to 2005. Overall, residents reported being concerned with 11.7 areas on average, with newer residents and those with greater household incomes less concerned than other residents (not shown).

⁴ This rating did not vary for people who had children attending public school in Chula Vista.

Table 7
PERCENT OF RESIDENTS CONCERNED WITH NEIGHBORHOOD ISSUES
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
Speeding vehicles	83%	83%	82%	85%
Aggressive driving	NA	NA	NA	81%
Vehicles running red lights	NA	NA	74%	76%
Identity theft	NA	NA	69%	73%
Traffic accidents	69%	68%	68%	70%
Graffiti	80%	76%	67%	69%
Auto theft	NA	NA	65%	67%
Burglary	82%	78%	63%	64%
Gangs	77%	67%	60%	64%
Having things stolen from vehicle	NA	NA	63%	63%
Bullying at school	NA	NA	55%	60%
Drug sales	74%	64%	62%	60%
Illegal possession of firearms	70%	63%	55%	56%
Homelessness/transients	60%	54%	49%	52%
Assault	68%	59%	50%	50%
Alcohol sales to youth	68%	58%	50%	50%
Other noise disturbances	NA	NA	44%	46%
Getting mugged	NA	NA	47%	46%
Noisy parties	NA	NA	42%	45%
Condition of neighbors' residences	NA	NA	45%	43%
Public drunkenness	56%	44%	43%	43%
Hate crimes	59%	51%	41%	40%
Abandoned cars	NA	NA	39%	36%
Prostitution	48%	38%	36%	35%
TOTAL¹	957- 1,047	978- 1,082	1,155- 1,428	619-798

NOTE: Cases with missing information and "no opinion" not included. NA is shown when the question was not asked during that survey year. ¹Range in the total represents a difference in responses available for each survey question.

Table 8 presents a comparison of the top five concerns from each year, including only the issues that were specifically rated on each survey (i.e., aggressive driving, vehicles running red lights, identity theft, auto theft, and having things stolen from one's vehicle were excluded). As this table shows, residents became more concerned about traffic accidents in later years, compared to 1997 when this issue was not in the top five. This increased concern about traffic may be a factor of the rapid population growth in Chula Vista in recent years. Also in 2003 and 2005, residents appeared to be /ess concerned about burglary than in 1997 and 2000 (decreasing from 2nd to 4th on the list) and the issue of gangs reappeared in the top five concerns in 2005 after not being in the top five in 2003.

Table 8
TOP FIVE CONCERNS IN EACH SURVEY YEAR
Chula Vista Resident Opinion Survey, 1997, 2000, 2003, and 2005

1997	2000	2003	2005
Speeding vehicles	Speeding vehicles	Speeding vehicles	Speeding vehicles
Burglary	Burglary	Traffic accidents	Traffic accidents
Graffiti	Graffiti	Graffiti	Graffiti
Gangs	Traffic accidents	Burglary	Burglary
Drug sales	Gangs	Drug sales	Gangs

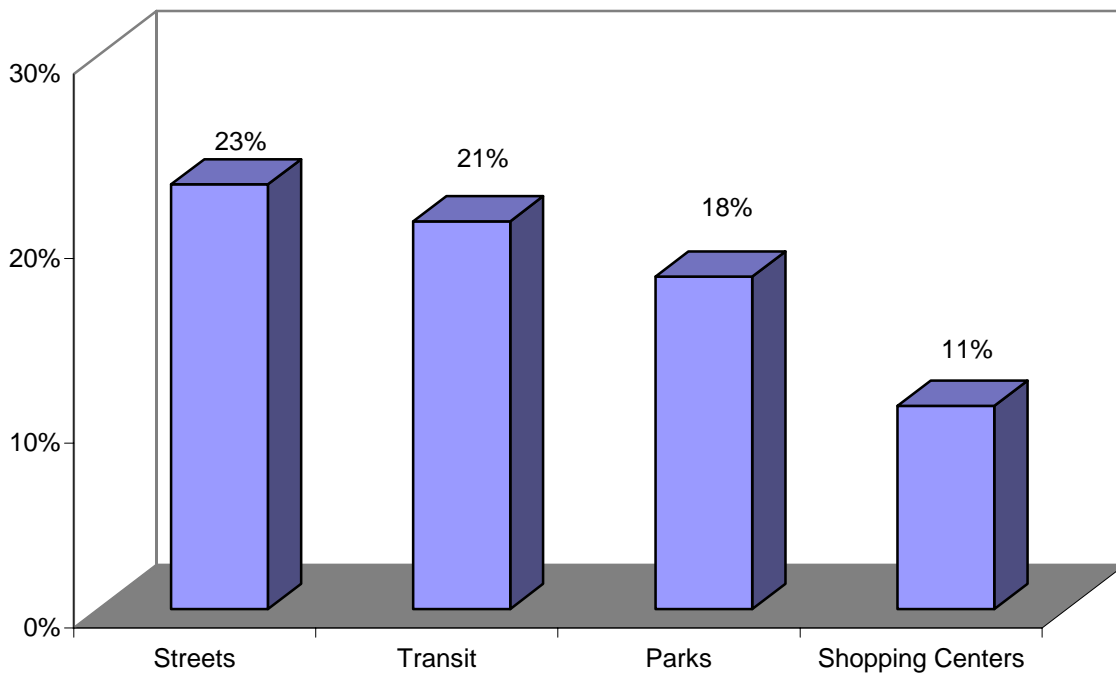
NOTE: Cases with missing information and "no opinion" not included.

Avoidance of Specific Areas

In another series of questions, survey respondents were asked if they avoided specific areas in Chula Vista because they felt unsafe. A list of areas was provided to respondents and they were asked to specify which, if any, they avoided and why. Overall, 42 percent of respondents reported that they avoid certain areas of the city, which was about the same in 2003 (43%) (not shown). In 2005, the most commonly avoided areas included specific streets (23%), transit stations (21%), parks (18%), and shopping centers (11%) (Figure 7). Respondents ages 55 and older and males were *less* likely to report that they avoid specific areas compared to younger and female residents (not shown).

The areas most avoided by residents were specific streets and public transit.

Figure 7
TYPES OF AREAS AVOIDED BY RESIDENTS
Chula Vista Resident Opinion Survey, 2005



TOTAL = 857

NOTE: Cases with missing information and "no opinion" not included.

When asked for more detail regarding which specific areas they avoided, similar locations were repeated by survey respondents, as Table 9 shows. While most of these respondents noted they avoid all transit stations and parks, specific streets (including Broadway, Western streets, and Main) and shopping centers (Chula Vista Shopping Center) were described.

Table 9
SPECIFIC AREAS MOST OFTEN AVOIDED BY RESIDENTS
Chula Vista Resident Opinion Survey, 2005

Streets	Transit	Parks	Shopping Centers
Broadway (29%)	All (34%)	All (16%)	CV Center (61%)
Western streets (23%)	H Street (35%)	Lauderbach (12%)	All (8%)
Main (14%)	Palomar (27%)	Marina (9%)	West Side (7%)
Woodlawn (8%)	E Street (24%)	West Side (7%)	Costco (5%)
Third (7%)		Memorial (7%)	
TOTAL = 167	TOTAL = 139	TOTAL = 151	TOTAL = 83

NOTE: Cases with missing information not included. Percentages based on multiple responses. Only most common responses shown here.

Table 10 presents the most common reasons cited for avoiding these areas. It appears that youth/gangs was the most consistently cited reason provided by respondents, with others noting concern about people who congregate in the area or the crimes they perceive to be occurring there.

Table 10
REASONS FOR AVOIDING SPECIFIC AREAS
Chula Vista Resident Opinion Survey, 2005

Streets	Transit	Parks	Shopping Centers
Youth/Gangs (26%)	Crime (36%)	Youth/Gangs (26%)	Youth/Gangs (52%)
Certain People (23%)	Youth/Gangs (26%)	Transients (17%)	Crime (23%)
Crime (22%)	Certain People (21%)	Drugs/Alcohol (14%)	At Night (17%)
Drugs/Alcohol (15%)	Transients (12%)	Certain People (13%)	Certain People (10%)
Bad Lighting (14%)	Bad Lighting (12%)	At Night (13%)	Bad Lighting (5%)
TOTAL = 130	TOTAL = 116	TOTAL = 151	TOTAL = 60

NOTE: Cases with missing information not included. Percentages based on multiple responses. Only most common responses shown here.

Victimization in the Past Year

Fourteen percent (14%) of the 2005 survey respondents said that they or someone else in their household had been a victim of crime in the past year. Around nine out of ten (93%) of these individuals also said that the crime had occurred in the City of Chula Vista (not shown). As Table 11 shows, residents in 2005 who said someone in their household was a victim of a crime were most likely to report that this crime was larceny (which includes something being stolen from one's vehicle) (35%) or vandalism/graffiti (21%). Other types of victimization included motor vehicle theft, burglary, and assault.

Table 11
TYPE OF VICTIMIZATION REPORTED BY RESIDENTS
Chula Vista Resident Opinion Survey, 2005

Larceny (including theft from a motor vehicle)	35%
Vandalism/Graffiti	21%
Motor vehicle theft	16%
Burglary	11%
Assault	9%
Identity theft/Fraud	6%
Hit and run	7%
Sexual assault/victimization	4%
Robbery	3%
Domestic violence	3%
Other	2%
TOTAL	107

NOTE: Cases with missing information not included. Percentages based on multiple responses.

National estimates suggest that only 48 percent of violent crimes and 38 percent of property crimes are reported to law enforcement officials (Bureau of Justice Statistics, 2004). However, 69 percent of the individuals responding to these surveys who reported they or someone in their household was a victim of a crime said they had reported at least one of the incidents (if there was more than one) to the police⁵. This relatively high reporting rate was also seen in 1997 (70%), 2000 (72%), and 2003 (75%) and suggests that there could be a higher crime reporting rate among Chula Vista residents compared to the rest of the nation, or alternatively, that individuals who returned the survey have a higher reporting rate than residents who were not surveyed or chose not to return the survey (not shown).

⁵ Sixty percent (60%) reported their one incident to law enforcement and nine percent reported one or some, but not all of the incidents to police. In 1997 and 2000, respondents were not given this latter response choice.

When individuals who did not report an incident to law enforcement were asked their reason for not sharing this information, the most common reason (reported by 36%) was that they did not think reporting it to police would do any good (Table 12). In addition, others said they did not think the incident was important enough (21%) or they reported the incident to someone else, such as an apartment manager (14%).

Table 12
REASONS RESPONDENTS DID NOT REPORT CRIME(S) TO LAW ENFORCEMENT
Chula Vista Resident Opinion Survey, 2005

Would not do any good	36%
Not important enough	21%
Reported to someone else	14%
Didn't think of it	12%
Don't know who did it	10%
Don't know how to	5%
The police notified them	5%
Fear of retaliation	2%
Items were replaced	2%
Took care of situation on own	2%
TOTAL	42

NOTE: Cases with missing information not included. Percentages based on multiple responses.

Residents' Suggestions

At the end of the opinion survey, residents were asked to share suggestions for how the CVPD could provide better service. Of the 857 respondents, only 29 percent provided specific feedback. As Table 13 shows, 12 percent suggested that there be increased police resources, including visibility/patrol, and 7 percent requested that the department focus more on traffic enforcement. Demonstrating this sentiment, one resident noted, "If possible, continue to expand evening patrols. I believe your presence makes a big difference in deterring crime." Another noted that, "Chula Vista should hire more officers and this way increase their presence in our streets. I believe the rapid growth of Chula Vista merits this change." Three percent (3%) suggested that the CVPD needs to increase officer professionalism and cultural relations. Suggestions made by two percent or less of the residents answering the question included focusing on quality of life issues, having more education about programs and services, focusing more on juvenile delinquency and graffiti, and faster response times.

Table 13
RESIDENTS' SUGGESTIONS FOR IMPROVING POLICE SERVICES
Chula Vista Resident Opinion Survey, 2005

Increase police resources/patrols	12%
Focus more on traffic enforcement	7%
Increase officer professionalism/cultural relations	3%
Focus on quality of life issues	2%
Educate citizens about programs and services	2%
Focus more on juvenile delinquency	2%
Faster response time	2%
Focus more on graffiti	1%
Other	1%
TOTAL	857

NOTE: Percentages based on multiple responses.

SUMMARY

SANDAG surveyed a sample of 2,781 Chula Vista residents on behalf of the Chula Vista Police Department to assess their satisfaction with police department services and their perceived feelings of safety and received 857 completed surveys and 219 single question postcards. Most respondents reported feeling safe in their home, neighborhood, and within commercial areas of the city during the day. Residents top five concerns about neighborhood issues in 2005 were associated with traffic-related issues or identity theft. Two out of five residents said they avoided specific areas or places within Chula Vista because they felt the areas were unsafe. The areas most avoided by residents were specific streets and public transit stations. Residents avoid certain areas in the city most often because of youth or gang activity, perceived crime, or certain people who frequent these areas. Of the respondents who reported that they or someone else in their household had been the victim of a crime, most were a victim of a property crime and more than two-thirds reported the incident to police. Overall, the residents of this survey reported being very satisfied with the services provided by the CVPD and those who interacted with department staff in the past year felt that staff was knowledgeable, fair, professional, and respectful. The most common suggestions from respondents

for improving police services included increasing resources and patrol, as well as enhancing focus on traffic enforcement.

METHODOLOGY

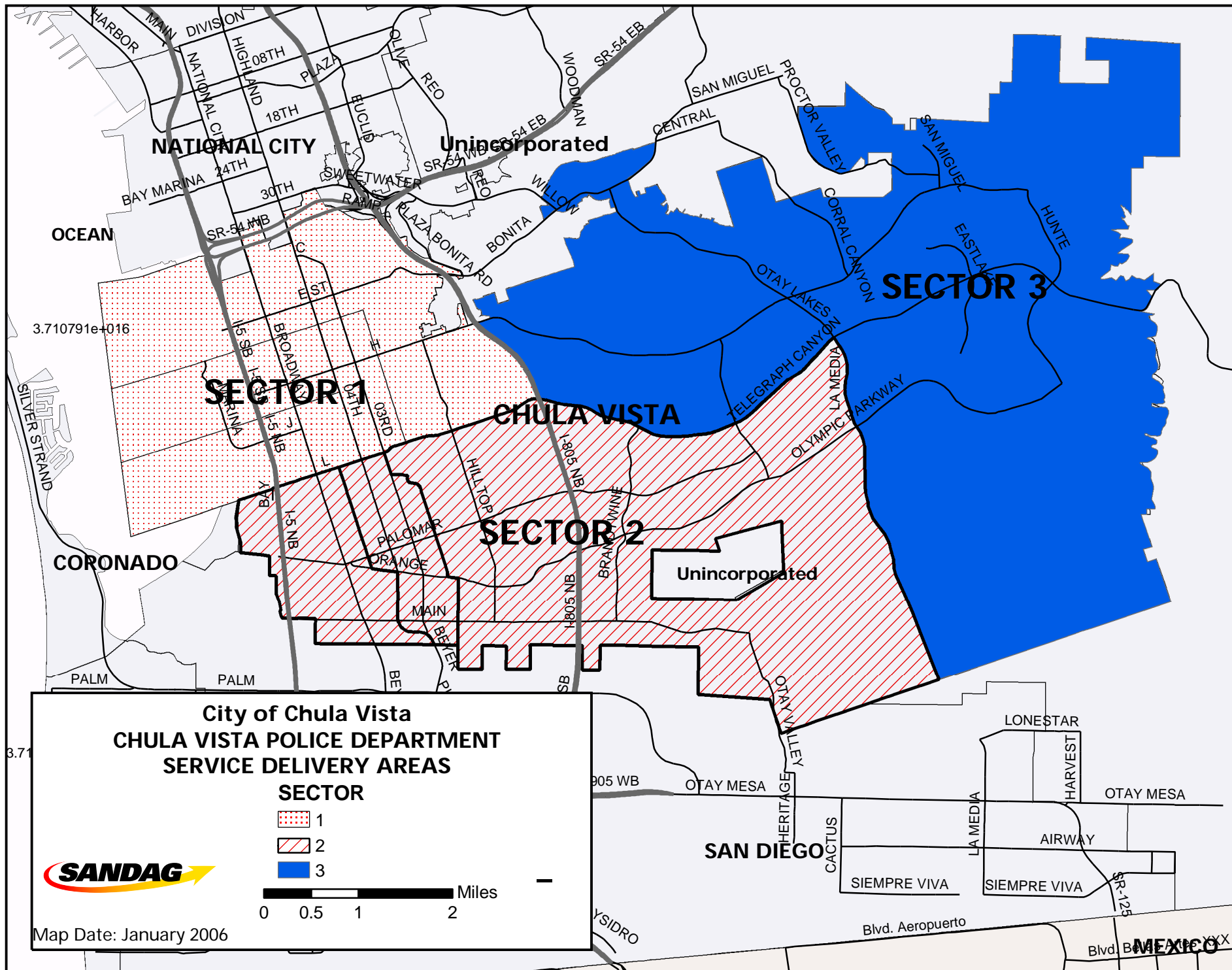
The sample of 2,781 households was proportionally sampled after stratifying by the five zip codes (91910, 91911, 91913, 91914, and 91915) in the City of Chula Vista. Of the 2,781 surveys mailed in 2005, a total of 857 surveys were returned (yielding a 31% response rate) and a total of 219 single question postcards were received. While the survey was anonymous, identification numbers were included on the instrument to ensure that only one survey per household was returned. The survey response rate was consistent across the three sectors of Chula Vista, ensuring that the number of households in each of the three areas was equally represented. The response rate for Sector 1 was 28 percent, 38 percent in Sector 2, and 34 percent for Sector 3. In 2005, 28 percent of Chula Vista households were located in Sector One, 39 percent in Sector Two, and 33 percent in Sector Three. These percentages differ from those reported in the 2000 Census (34%, 37%, and 29%, respectively) due to the significant number of new homes built in Sector Three since 2000. Sector One is on the west side of Interstate 805, Sector Two represents areas on both sides of this freeway, and Sector Three represents the eastern-most part of the city. A map of the three sectors is provided in Appendix A.

To encourage participation in 2005, respondents were sent a postcard a week prior to mailing the survey to let them know they had been selected to participate. Surveys were sent in June 2005 and July 2005. Two four-page surveys (one in English and one in Spanish), a cover letter explaining the survey, and a postage-paid return envelope were sent to the sampled households. In 1997 and 2000, participants had to specifically request a Spanish survey be mailed to them. The inclusion of a translated survey increased the percent of Hispanic and Spanish-speaking residents in the sample, with 13 percent of the surveys completed in Spanish. Copies of these surveys and accompanying materials are included in Appendix B. Approximately four weeks after the first mailing, a second mailing went out to residents who had not returned a survey.

For the first time in 2005, postcards were sent out two weeks after the second mailing of the survey. This allowed residents to complete one question regarding their satisfaction with the Chula Vista Police Department's services and add any additional comments.

Participants were offered the choice of returning a hard copy of the written survey or completing it via the Internet. Twelve percent (12%) of the surveys were completed electronically, an increase from 8 percent in 2003. Despite these additional efforts, the response rate was lower in 2005 than either 1997 (37%) or 2000 (39%), but showed no change from 2003 (31%). However, with the addition of having the option of mailing in the postcard, the response rate increased to 39 percent this year.

APPENDIX A THREE SECTORS MAP



APPENDIX B
ENGLISH AND SPANISH SURVEY
INSTRUMENTS



2005 CHULA VISTA RESIDENT OPINION SURVEY

The City of Chula Vista is conducting a survey of residents to find out their attitudes and opinions about the Police Department, disorder, and crime. Please take a few minutes to complete this survey - your responses are very important. You may complete this survey on paper and return it in the enclosed postage-paid envelope or complete it online. If more space is needed when answering the questions, you may include additional pages. If you would like to complete the survey online, go to <http://www.sandag.org/cvdpd> to access the survey and enter the ID number located on the top of this page. Please complete the survey within the next 2 weeks. The San Diego Association of Governments (SANDAG) is assisting us with the study. If you have questions about the survey, contact Lisbeth Howard with SANDAG (619-699-6910). Thank you for your time and input.

1. During the past year, do you think that crime in the following areas has increased, decreased, or stayed about the same?

(Please circle the number under your response)

	<u>Increased</u>	<u>Decreased</u>	<u>Stayed About the Same</u>	<u>Don't Know/No Crime</u>
• Crime in your neighborhood	1	2	3	4
• Crime in the City of Chula Vista	1	2	3	4
• Crime in the County of San Diego	1	2	3	4

2. How safe do you feel in each of the following situations? For each situation, please circle the number under the response that best describes how safe you feel.

	<u>Very Safe</u>	<u>Reasonably Safe</u>	<u>Somewhat Unsafe</u>	<u>Very Unsafe</u>	<u>Don't Know/No Opinion</u>
• Being in public parks in Chula Vista	1	2	3	4	5
• Using transit locations in Chula Vista	1	2	3	4	5

During the Day

• Walking alone in your neighborhood	1	2	3	4	5
• Walking alone in the business areas of Chula Vista	1	2	3	4	5
• Being at home alone	1	2	3	4	5

During the Night

• Walking alone in your neighborhood	1	2	3	4	5
• Walking alone in the business areas of Chula Vista	1	2	3	4	5
• Being at home alone	1	2	3	4	5

2a. How safe would you say public schools in Chula Vista are? (Please circle the number under the response that best describes what you think.)

	<u>Very Safe</u>	<u>Reasonably Safe</u>	<u>Somewhat Unsafe</u>	<u>Very Unsafe</u>	<u>Don't Know/No Opinion</u>
• Chula Vista public schools are	1	2	3	4	5

2b. Do you have any children attending public schools in Chula Vista? 1 Yes 2 No

3. Do you avoid any of the following specific areas in Chula Vista because you feel they are not safe? (Please check all that apply)

- ☐ Public parks (If checked, please specify which park(s).) _____
If checked, why do you avoid the park(s)? _____
- ☐ Shopping centers (If checked, please specify which shopping center(s).) _____
If checked, why do you avoid the shopping center(s)? _____
- ☐ Transit stations (If checked, please specify which transit station(s).) _____
If checked, why do you avoid the transit station(s)? _____
- ☐ Specific streets (If checked, please specify which street(s).) _____
If checked, why do you avoid the street(s)? _____

(Continued from previous page)

☐ **Other locations (If checked, please specify which location(s).)** _____

If checked, why do you avoid the location(s)? _____

☐ **Do not avoid any of these areas**

4. How concerned are you about the following issues in your neighborhood? (Please circle the number under your response)

	<u>Very Concerned</u>	<u>Somewhat Concerned</u>	<u>Not Too Concerned</u>	<u>Not At All Concerned</u>	<u>Don't Know/ No Opinion</u>
• Drug sales	1	2	3	4	5
• Gangs	1	2	3	4	5
• Illegal possession of firearms	1	2	3	4	5
• Public drunkenness	1	2	3	4	5
• Alcohol sales to youth	1	2	3	4	5
• Prostitution	1	2	3	4	5
• Transients	1	2	3	4	5
• Someone stealing from your home	1	2	3	4	5
• Aggressive driving	1	2	3	4	5
• Getting mugged	1	2	3	4	5
• Identity theft	1	2	3	4	5
• Being assaulted	1	2	3	4	5
• Auto theft	1	2	3	4	5
• Having things stolen from your car	1	2	3	4	5
• Hate crimes	1	2	3	4	5
• Graffiti	1	2	3	4	5
• Traffic accidents	1	2	3	4	5
• Speeding vehicles	1	2	3	4	5
• Vehicles running red lights	1	2	3	4	5
• Noisy parties	1	2	3	4	5
• Other noise disturbances	1	2	3	4	5
• Bullying in schools	1	2	3	4	5
• Abandoned cars	1	2	3	4	5
• Condition of neighbors' residences	1	2	3	4	5
• Other (Specify) _____	1	2	3	4	5
• Other (Specify) _____	1	2	3	4	5

5. Were you, or anyone in your household, the victim of a crime during the past 12 months?

1 Yes 2 No (Skip to question 6)

5a. How many times were you, or anyone in your household, a victim of a crime during the past 12 months? _____

5b. Did any of these crimes occur in Chula Vista? 1 Yes 2 No (Skip to question 6)

5c. What crime or crimes occurred in Chula Vista? (Please describe) _____

5d. Did you report the crimes that occurred in Chula Vista to the police?

1 Yes (Skip to question 6) 2 No 3 Reported one/some, but not all

5e. If you did not report all of the crime(s) to the police, why not? (Please explain) _____

6. How do you usually find out about current events, in general? (Please circle one)

1 TV 2 Radio 3 Newspaper 4 Internet 5 Friends/family 6 Don't keep up with news 8 Other _____

6a. How do you usually find out about current events in Chula Vista? (Please circle one)

1 TV 2 Radio 3 Newspaper 4 Internet 5 Friends/family 6 Don't keep up with news 8 Other _____

6b. How do you usually find out about news related to the Chula Vista Police Department? (Please circle one)

1 TV 2 Radio 3 Newspaper 4 Internet 5 Friends/family 6 Don't keep up with news 8 Other _____

6c. Have you ever logged onto the Chula Vista Police Department Web site (www.chulavistapd.org)?

1 Yes 2 No

7. What type of contact have you or anyone else in your household had with the Chula Vista Police Department during the past 12 months? (Please circle all that apply)

- 1 Phoned the department's non-emergency line or 911
- 2 Went to the police department
- 3 Spoke to an officer on the street or at a community meeting
- 4 Other contact with Chula Vista Police Department (Please describe) _____
- 5 **Have not had any contact with the Chula Vista Police Department in the past 12 months (Skip to question 9)**

8. Thinking about your last contact with a Chula Vista Police Department employee, please circle the number under the response that best describes how you felt about that employee's behavior.

<u>The police employee I last had contact with:</u>	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>No Opinion</u>
• Responded in a reasonable time	1	2	3	4	5
• Treated me fairly	1	2	3	4	5
• Displayed professional conduct	1	2	3	4	5
• Seemed to have adequate knowledge	1	2	3	4	5
• Had a respectful attitude	1	2	3	4	5
• Was caring and / or sensitive	1	2	3	4	5
• Was helpful	1	2	3	4	5

8a. Overall, my contact(s) with the Chula Vista Police Department have been ...

1 Excellent 2 Very Good 3 Fair 4 Poor

9. Have you heard about and/or used the following Chula Vista Police Department programs?

(Please circle the number under your response)

	<u>Have Used Program</u>	<u>Heard of Program But Never Used It</u>	<u>Never Heard of Program</u>
<u>Youth Services</u>			
• Police Activities League (PAL)	1	2	3
• Shop-With-A-Cop Program	1	2	3
• School Safety Patrol Program	1	2	3
• Juvenile Offender Diversion Program	1	2	3
• Bullying Prevention Program	1	2	3
<u>Community Programs</u>			
• Reserve Officers	1	2	3
• Graffiti Abatement Program	1	2	3
• Crime Free Multi-Housing Program	1	2	3
• Citizens' Adversity Support Team (CAST)	1	2	3
• Senior Volunteer Patrol Program (SVPP)	1	2	3
• Family Violence Response Team	1	2	3
• Neighborhood Watch Program	1	2	3

<i>(Continued from previous page)</i>	<i>Have Used Program</i>	<i>Heard of Program But Never Used It</i>	<i>Never Heard of Program</i>
• Crime Prevention Awareness Program	1	2	3
• Psychiatric Emergency Response Team (PERT)	1	2	3
• School Resource Officers (SROs)	1	2	3
• Police Citizens' Academy	1	2	3
• Police English as a Second Language (ESL) classes	1	2	3

11. In general, how satisfied are you with the services of the Chula Vista Police Department? *(Please circle one)*

1 Very Satisfied 2 Satisfied 3 Not too Satisfied 4 Not at All Satisfied 5 No Opinion

11b. If not too satisfied or not at all satisfied, would you be willing to participate in a follow-up survey?

1 Yes 2 No

12. Do you have any suggestions for how the Chula Vista Police Department could better serve you? (*Please describe*) _____

PLEASE NOTE: The following questions are asked to help us obtain a general profile of the residents surveyed. All answers are strictly anonymous and confidential and will be used for research purposes only.

1. What is your age? _____
2. Are you: *(Please circle one)*
 - 1 Female
 - 2 Male
3. What is your ethnic background? *(Please circle one)*
 - 1 Hispanic
 - 2 Black
 - 3 White
 - 4 Asian / Pacific Islander
 - 5 Other or Mixed *(Specify)* _____
4. How long have you lived in your current neighborhood?
_____ years
5. What language is spoken most of the time in your home?
(Please circle one)
 - 1 English
 - 2 Spanish
 - 3 Tagalog
 - 4 Other language *(Specify)* _____
6. What was your total annual household income in 2004?
(Please circle one)
 - 1 Under \$20,000
 - 2 \$20,000 to \$34,999
 - 3 \$35,000 to \$49,999
 - 4 \$50,000 to \$74,999
 - 5 \$75,000 or greater

Please provide your e-mail address if you would like to receive information from the Chula Vista Police Department on staying safe in your neighborhood. (If you provide your e-mail address, it will be forwarded separately to ensure your responses remain anonymous.)

Thank you for taking the time to complete this survey.
Please use the enclosed postage-paid envelope to return the survey within the next two weeks.



ENCUESTA DE OPINIÓN DE RESIDENTES DE CHULA VISTA PARA EL AÑO 2005

La Ciudad de Chula Vista está haciendo una encuesta a sus residentes para conocer sus opiniones y actitudes acerca del Departamento de Policía, del desorden y del crimen. Por favor tome unos minutos para contestar la encuesta. Sus respuestas son muy importantes. Puede contestar la encuesta en papel y devolverla en el sobre con estampillas pre-pagada que se adjunta o puede contestarla en la Internet. Si necesita más espacio para contestar las preguntas, puede añadir más hojas. Si desea contestar la encuesta en línea vaya a <http://www.sandag.org/cvpdsp>. Para entrar a la encuesta en línea, ingrese el número de identificación que aparece en la parte superior de esta página. Por favor, conteste y devuelva la encuesta dentro de las próximas dos semanas. La Asociación de Gobiernos de San Diego (SANDAG) nos está ayudando con este estudio. Si tiene preguntas acerca de la encuesta, llame a Lisbeth Howard de SANDAG (619 699-6910). Gracias por su tiempo y sus opiniones.

1. Durante el año pasado, ¿usted cree que el crimen en las siguientes áreas aumentó, disminuyó o quedó casi igual?

(Encierre el número debajo de su respuesta)

	<u>Aumentó</u>	<u>Disminuyó</u>	<u>Quedó Casi Igual</u>	<u>No Sé/No Hubo Crimen</u>
• El crimen en su vecindario	1	2	3	4
• El crimen en la Ciudad de Chula Vista	1	2	3	4
• El crimen en el Condado de San Diego	1	2	3	4

2. ¿Qué grado de seguridad siente en cada una de las siguientes situaciones? Para cada situación encierre el número debajo de la respuesta que mejor describa el grado de seguridad que siente usted.

	<u>Muy Seguro</u>	<u>Razonablemente Seguro</u>	<u>Algo Inseguro</u>	<u>Muy Inseguro</u>	<u>No Sé/No Opino</u>
• Cuando va al parque de su vecindario	1	2	3	4	5
• Cuando usa lugares de tránsito de Chula Vista	1	2	3	4	5

Durante el Día

• Cuando camina solo en su vecindario	1	2	3	4	5
• Cuando camina solo en las zonas comerciales de Chula Vista	1	2	3	4	5
• Cuando está solo en su casa	1	2	3	4	5

Durante la Noche

• Cuando camina solo en su vecindario	1	2	3	4	5
• Cuando camina solo en las zonas comerciales de Chula Vista	1	2	3	4	5
• Cuando está solo en su casa	1	2	3	4	5

2a. ¿Qué grado de seguridad cree usted tienen las escuelas de Chula Vista? (Encierre en un círculo el número debajo de la respuesta que mejor describa lo que usted piensa)

	<u>Muy Seguras</u>	<u>Razonablemente Seguras</u>	<u>Algo Inseguras</u>	<u>Muy Inseguras</u>	<u>No Sé/No Opino</u>
• Las escuelas públicas de Chula Vista son	1	2	3	4	5

2b. ¿Tiene hijos que asisten a las escuelas públicas de Chula Vista? 1 Sí 2 No

3. ¿Evita usted alguna de las siguientes áreas específicas de Chula Vista porque piensa que son inseguras? (Marque todo lo que sea pertinente)

- ☐ Parques públicos (Si lo marcó, especifique cuál(es) parque(s).) _____
(Si lo marcó, ¿por qué evita el(los) parque(s)) _____
- ☐ Centros comerciales (Si lo marcó, especifique cuál(es) centro(s) comercial(es).) _____
(Si lo marcó, ¿por qué evita el(los) centro(s) comercial(es)?) _____
- ☐ Estaciones de tránsito (Si lo marcó, especifique cuál(es) estación(es) de tránsito.) _____
(Si lo marcó, ¿por qué evita la(s) estación(es) de tránsito?) _____
- ☐ Ciertas calles (Si lo marcó, especifique cuál(es) calle(s).) _____
(Si lo marcó, ¿por qué evita la(s) calle(s)?) _____

(Continúa de la página anterior)

- ☐ **Otros lugares (Si lo marcó, especifique cuál(es) lugar(es).)** _____
(Si lo marcó, ¿por qué evita el(los) lugar(es)?) _____
- ☐ **No evito ninguna de las áreas mencionadas.**

4. ¿Hasta qué grado le preocupan los siguientes problemas en su vecindario? (Encierre el número debajo de su respuesta)

	<i>Muy Preocupado</i>	<i>Algo Preocupado</i>	<i>No Muy Preocupado</i>	<i>Nada Preocupado</i>	<i>No Sé/ No Opino</i>
• Venta de drogas	1	2	3	4	5
• Pandillas	1	2	3	4	5
• Posesión ilegal de armas de fuego	1	2	3	4	5
• Ebriedad en la vía pública	1	2	3	4	5
• Venta de alcohol a jóvenes	1	2	3	4	5
• Prostitución	1	2	3	4	5
• Vagabundos	1	2	3	4	5
• Que alguien robe en su casa	1	2	3	4	5
• Que conduzcan vehículos agresivamente	1	2	3	4	5
• Que lo asalten con lujo de violencia	1	2	3	4	5
• Robo de identidad	1	2	3	4	5
• Que lo asalten a mano armada	1	2	3	4	5
• Robo de automóvil	1	2	3	4	5
• Que le roben objetos de su automóvil	1	2	3	4	5
• Crímenes de odio	1	2	3	4	5
• Graffiti (rayados de vándalos)	1	2	3	4	5
• Accidentes de tránsito	1	2	3	4	5
• Vehículos que van a alta velocidad	1	2	3	4	5
• Vehículos que se pasan la luz roja	1	2	3	4	5
• Fiestas ruidosas	1	2	3	4	5
• Otros disturbios de ruido	1	2	3	4	5
• Intimidación y agresión en las escuelas	1	2	3	4	5
• Automóviles abandonados	1	2	3	4	5
• Condición de la residencia de vecinos	1	2	3	4	5
• Otro (Especifique) _____	1	2	3	4	5
• Otro (Especifique) _____	1	2	3	4	5

5. ¿Fue usted, o alguien de su casa, víctima de un crimen durante los 12 últimos meses?

1 Sí 2 No (Pase a la pregunta 6)

5a. ¿Cuántas veces usted, o alguien de su casa, fue víctima de un crimen en los 12 últimos meses? _____

5b. ¿Alguno de esos crímenes ocurrió en Chula Vista? 1 Sí 2 No (Pase a la pregunta 6)

5c. ¿Cuál crimen o cuáles crímenes ocurrieron en Chula Vista? (Describa por favor) _____

5d. ¿Reportó usted el crimen o los crímenes que ocurrieron en Chula Vista a la policía?

1 Sí (Pase a la pregunta 6) 2 No 3 Reporté uno/algunos, pero no todos.

5e. Si no reportó todos los crímenes que ocurrieron a la policía, ¿por qué no? (Explique por favor)

6. Normalmente, ¿cómo se entera usted de las noticias, en general? (Encierre uno por favor)

1 Televisión 2 Radio 3 Periódico 4 Internet 5 Amigos/parientes 6 No estoy al tanto de las noticias 8 Otro _____

6a. Normalmente, ¿cómo se entera usted de lo que ocurre en Chula Vista? (Encierre uno por favor)

1 Televisión 2 Radio 3 Periódico 4 Internet 5 Amigos/parientes 6 No estoy al tanto de las noticias 8 Otro _____

(Continúa de la página anterior)

6b. Normalmente, ¿cómo se entera usted de las noticias relacionadas con el Departamento de Policía de Chula Vista?

(Encierre uno por favor)

1 Televisión 2 Radio 3 Periódico 4 Internet 5 Amigos/parientes 6 No estoy al tanto de las noticias 8 Otro _____

6c. ¿Ha ingresado alguna vez al sitio web del Departamento de Policía de Chula Vista (www.chulavistapd.org)?

1 Sí 2 No

7. ¿Qué tipo de contacto usted o alguien de su hogar tuvo con el Departamento de Policía de Chula Vista durante los 12 últimos meses? (Encierre todo lo pertinente)

- 1 Llamó al 911 ó a la línea que no es para casos de emergencia.
- 2 Fue al departamento de policía.
- 3 Habló con un oficial de policía en la calle o en una junta de la comunidad.
- 4 Otro contacto con el Departamento de Policía de Chula Vista (*Describe por favor*) _____
- 5 **No ha tenido ningún contacto con el Departamento de Policía de Chula Vista en los 12 meses pasados.** (*Pase a la pregunta 9*)

8. Respecto a su más reciente contacto con un empleado o empleada del Departamento de Policía de Chula Vista, encierre en un círculo el número debajo de la respuesta que mejor describa su opinión acerca de la conducta del empleado(a).

El empleado(a) de la policía con quien tuvo contacto últimamente:

	<i>Estoy Muy de Acuerdo</i>	<i>Estoy Algo de Acuerdo</i>	<i>Estoy en Cierta Desacuerdo</i>	<i>Estoy en Completo Desacuerdo</i>	<i>No Opino</i>
• Respondió en un tiempo razonable	1	2	3	4	5
• Me trató justamente	1	2	3	4	5
• Mostró una conducta profesional	1	2	3	4	5
• Parecía estar bien enterado	1	2	3	4	5
• Mostró una actitud respetuosa	1	2	3	4	5
• Fue atento(a) y/o cortés	1	2	3	4	5
• Fue servicial	1	2	3	4	5

8a. En general, mi contacto o contactos con el Departamento de Policía de Chula Vista han sido...

1 Excelente(s) 2 Muy bueno(s) 3 Bueno(s) 4 Malo(s)

9. ¿Se ha enterado de los siguientes programas del Departamento de Policía de Chula Vista o los ha usado?

(Encierre el número debajo de su respuesta)

Usé el Programa *Supe del Programa, Pero no lo Usé* *Nunca Supe del Programa*

Servicios para los Jóvenes

• Police Activities League-PAL (Liga de Actividades de la Policía)	1	2	3
• Shop-With-A-Cop (Programa de "Compras con la Policía")	1	2	3
• School Safety Patrol Program (Patrulla de Seguridad Escolar)	1	2	3
• Juvenile Offender Diversion Program (Rehabilitación de Jóvenes Infractores)	1	2	3
• Bullying Prevention Program (Prevención de Intimidación y Agresión)	1	2	3

Programas de la Comunidad

• Reserve Officers (Oficiales de la Reserva)	1	2	3
• Graffiti Abatement Program (Programa de Combate al Graffiti)	1	2	3
• Crime Free Multi-Housing Program (Prevención del Crimen en Multifamiliares)	1	2	3
• Citizens' Adversity Support Team (Apoyo Ciudadano Ante la Adversidad)	1	2	3
• Senior Volunteer Patrol Program-SVPP (Patrulla de Ancianos Voluntarios)	1	2	3
• Family Violence Response Team (Grupo de Respuesta a la Violencia Familiar)	1	2	3
• Neighborhood Watch (Programa de Vigilancia de Vecindarios)	1	2	3

(Continúa de la página anterior)

	Usé el Programa	Supé del Programa, Pero no lo Usé	Nunca Supé del Programa
• Crime Prevention Awareness (Programa de Prevención del Crimen)	1	2	3
• Psychiatric Emergency Response Team (PERT) (Equipo de Respuesta de Emergencia Psiquiátrica)	1	2	3
• School Resource Officers (SROs) (Policía Auxiliar Escolar)	1	2	3
• Police Citizens' Academy (Instrucción Acerca de la Labor de la Policía)	1	2	3
• Police English as a Second Language ESL Classes (Explicación de los Procedimientos de la Policía en Clases de Inglés como Segundo Idioma)	1	2	3

10. ¿Ha visitado alguna vez el sitio web www.ariis.org para enterarse de la delincuencia en su vecindario? 1 Sí 2 No

11. En general, ¿qué grado de satisfacción siente con los servicios que presta el Departamento de Policía de Chula Vista?
(Encierre uno por favor)

1 Muy Satisfecho 2 Satisfecho 3 Algo Inconforme 4 Muy Inconforme 5 No Opino

11a. Si está algo inconforme o muy inconforme, explique la razón: _____

11b. Si está algo inconforme o muy inconforme, ¿estaría dispuesto a participar en una encuesta de seguimiento?

1 Sí 2 No

12. **¿Tiene sugerencias sobre cómo podría el Departamento de Policía de Chula Vista servirle mejor a usted?** *(Describa por favor)*

NOTA: Le hacemos las siguientes preguntas para tener un perfil general de los residentes que llenaron la encuesta. Todas las respuestas son estrictamente anónimas y confidenciales y serán usadas sólo con fines de investigación.

1. ¿Cuál es su edad? _____

2. Usted es: *(Encierre uno por favor)*

1	Mujer
2	Hombre

3. ¿De qué grupo étnico desciende? (Encierre uno por favor)

- 1 Hispano
- 2 Negro
- 3 Blanco
- 4 Asiático/Natural del Pacífico
- 5 Otro o mixto (*Especifique*)

4. ¿Cuántos años tiene de vivir en su vecindario actual?

años

5. ¿Cuál es el idioma que más se habla en su casa?

(Encierre uno por favor)

- 1 Inglés
- 2 Español
- 3 Tagalo
- 4 Otro idioma (*Especifique*) _____

6. ¿Cuál fue el ingreso anual total en su hogar en el 2004?

(Encierre uno por favor)

1	Menos de \$20,000
2	\$20,000 a \$34,999
3	\$35,000 a \$49,999
4	\$50,000 a \$74,999
5	\$75,000 ó más

[illegible]

Gracias por tomar tiempo para llenar la encuesta.

Por favor, devuelva la encuesta en el sobre con sello de correos adjunto dentro de las dos próximas semanas.

APPENDIX C
DEMOGRAPHIC COMPARISON OF THE 1997,
2000, 2003, AND 2005 SAMPLE

APPENDIX C

DEMOGRAPHIC COMPARISON OF THE 1997, 2000, 2003, AND 2005 SAMPLES

Table C.1
RESIDENTS' GENDER*
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
Male	57%	54%	44%	44%
Female	43%	46%	56%	56%
TOTAL	1,045	1,147	1,466	833

NOTE: Cases with missing information are not included.

*Significant at $p \leq .001$.

Table C.2
RESIDENTS' RACE/ETHNICITY*
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
White	58%	56%	47%	43%
Hispanic	28%	28%	35%	36%
Black	2%	3%	3%	3%
Asian/Pacific Islander	9%	10%	10%	13%
Other/Mixed	3%	3%	4%	4%
TOTAL	1,065	1,138	1,484	832

NOTE: Cases with missing information are not included. Percentages may not equal 100 due to rounding. *Significant at $p \leq .001$.

Table C.3
RESIDENTS' AGE
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
18 to 34	21%	19%	17%	19%
35 to 54	38%	38%	41%	41%
55 and older	41%	42%	43%	40%
TOTAL	1,074	1,147	1,495	828

NOTE: Cases with missing information are not included. Percentages may not equal 100 due to rounding.

Table C.4
LANGUAGE SPOKEN IN RESIDENTS' HOMES*
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
English	79%	84%	75%	71%
Spanish	9%	11%	17%	19%
Other	12%	5%	8%	11%
TOTAL	1,078	1,051	1,492	835

*NOTE: Cases with missing information are not included. Percentages may not equal 100 due to rounding. *Significant at $p \leq .001$.*

Table C.5
RESPONDENTS' RESIDENCE LOCATION BY SECTOR*
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
Sector 1	39%	34%	36%	28%
Sector 2	39%	34%	36%	38%
Sector 3	23%	32%	29%	34%
TOTAL	1,060	1,136	1,530	857

*NOTE: Cases with missing information are not included. Percentages may not equal 100 due to rounding.
Significant at $p \leq .001$.

Table C.6
RESPONDENTS' LENGTH OF TIME IN CURRENT NEIGHBORHOOD*
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
Less than one year	4%	6%	10%	4%
One to six years	25%	24%	37%	46%
Seven or more years	71%	71%	52%	50%
TOTAL	1,080	1,155	1,491	820

*NOTE: Cases with missing information are not included. Percentages may not equal 100 due to rounding.
Significant at $p \leq .001$.

Table C.7
RESIDENTS' HOUSEHOLD INCOME*
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, and 2005

	1997	2000	2003	2005
Under \$20,000	25%	19%	18%	15%
\$20,000 to \$34,999	26%	19%	21%	18%
\$35,000 to \$49,999	18%	19%	17%	16%
\$50,000 or more	31%	42%	44%	52%
TOTAL	1,010	1,068	1,382	771

NOTE: Cases with missing information are not included. Percentages may not equal 100 due to rounding.

**Significant at $p \leq .001$.*

APPENDIX D

POLICE PROGRAM DESCRIPTIONS

APPENDIX D

POLICE PROGRAM DESCRIPTIONS

YOUTH PROGRAMS

School Safety Patrol Program

Comprised of more than 2,000 fifth and sixth graders from 35 elementary schools, the School Safety Patrol maintains the safety and security of all students coming and going to and from school. A Chula Vista Police Department School Resource Officer coordinates the program.

Police Activity League

The specific purpose of the Police Activity League (PAL) is to assist young people in the community in making life choices not to use illegal drugs or associate with gangs. This improvement of young people's intellectual, physical, creative, and social skills is achieved by using the Chula Vista Police Department and its police officers and employees as role models, teachers, mentors, and associates.

Shop-With-A-Cop Program

Sponsored by law enforcement agencies countywide, this program raises money throughout the year so that underprivileged children can go shopping with police officers for gifts during the December holiday season.

Juvenile Offender Diversion Program

Co-sponsored by South Bay Community Services and the Chula Vista Police Department, this program offers counseling services for first-time offenders and their families to prevent them from having further negative contact with the juvenile justice system.

Bullying Prevention Program

A collaborative effort between the Chula Vista Police Department, Chula Vista Elementary School District, and the Chula Vista Coordinating Council, this initiative seeks to reduce bullying at three pilot schools – Vista Square, Harborside, and Otay – by implementing a research-based program that has reduced bullying significantly in other communities.

COMMUNITY PROGRAMS

Neighborhood Watch

Under this program, Chula Vista police officers provide training and guidance to assist neighborhoods in establishing watch groups to be alert to public safety problems. Police department representatives educate community members on what should be reported to the police and how best to report suspicious and criminal activity.

Senior Volunteer Patrol

The Chula Vista Senior Volunteer Patrol is comprised of formally trained, uniformed volunteers, 50 years of age and older, who perform such services as commercial district foot patrols, vacation house checks, and assist with crime prevention programs and special events.

Reserve Officers

The Chula Vista Police Reserve is a volunteer organization comprised of academy trained Police Reserve Officers that augments the department by assisting with routine patrol functions, special events, traffic, and the bicycle team.

Graffiti Abatement Program

This program, which is comprised of city staff from Public Works Operations, Code Enforcement, the Police Department, and South Bay Community Services, consists of three parts: graffiti eradication, enforcement, and education.

Family Violence Response Team

Co-sponsored by South Bay Community Services and the Chula Vista Police Department, this program provides for immediate follow-up, risk assessment, and safety planning for domestic violence incidents that occurred when children were present.

Citizens' Adversity Response Team

The Chula Vista Citizens' Adversity Support Team (CAST) has provided 24-hour trauma coverage for the community. Trained volunteers provide emotional support, arrange for follow-up services, serve as advocates for rape victims, and generally assist families with their unique needs in times of trauma.

Citizens' Police Academy

The Citizens' Police Academy is an 11-week program structured after the regular Police Academy that all sworn officers attend, which provides Chula Vista residents with first-hand information and experience about how their Police Department works.

Crime Free Multi-Housing

This program is designed to meet the crime prevention needs of apartment communities through management training, environmental design, resident participation, and partnerships with the Chula Vista Police Department.

Police English as a Second Language Class

In 1992, the Chula Vista Police Department Community Relations Unit developed a special 90-minute module for immigrant students of ESL classes. The session introduces new arrivals to the United States to the role of local police and to basic concepts in U.S. justice.

Psychiatric Emergency Response Team

The Psychiatric Emergency Response Team (PERT) combines the resources of a uniformed police officer with a licensed clinician in responding to persons with mental illness and advises patrol officers on psychiatric issues while assisting in the transportation and processing of individuals in need of psychiatric treatment.

School Resource Officers

School Resource Officers (SROs) work closely with students, their families, and faculty throughout the school year to resolve identifiable problems through community involvement and law enforcement. SROs make in-class presentations, mentor youth, provide a positive presence on school campuses and at school-related events, and intervene in and investigate criminal activity in and around school property.

APPENDIX E

REFERENCES

REFERENCES

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